

*Largest Exporter of Sweetheart and Intermediate
Roses from Uganda*



COMPANY PROFILE



rosebudlimited



@rosebudltd



www.rosebudlimited.com



Table of Contents

Background.....	01
Company Strategy.....	02
Corporate Leadership.....	03
Management.....	05
The Team.....	06
Awards, Quality Assurance & Certifications..	07
Corporate Social Responsibility.....	08
Core Values.....	09
Expansion Plan.....	10
Scope of Work.....	11
Our Farm.....	13
Our Family.....	14
Our History.....	15

FOREWORD

It is our great pleasure to extend our heartfelt greetings to the readers of this company profile.

Rosebud Ltd started its operations in the year 2000. Initially the farm started with 13 hectares of timber green houses. As of today, Rosebud Ltd has grown tremendously and is now the leading exporter of roses from Uganda. With a motivated and trained work force, Rosebud Ltd will continue to meet consumer needs world wide.

We plan on expanding our operations to 200 hectares of which the majority shall be roses. We further more plan to venture into fruits and vegetables. We would like to be an unstoppable company that creates enormous value for our consumers internationally.

BACKGROUND

The Company

Rosebud Limited is part of RUPARELIA GROUP OF COMPANIES, which is one of Uganda's leading family owned businesses. The Ruparelia Group has a portfolio of over 20 companies in various sectors such as hospitality, banking and finance, horticulture, insurance, real estate, entertainment and education.

Rosebud Ltd started its operations in the year 2000, with a small area of 13 hectares under timber structure green houses. Today Rosebud Ltd is the largest flower export company in Uganda and is fully established as a modern flower farm.



The farm is located at Namulanda Village, off Entebbe Road, Wakiso District in Uganda, East Africa.

It is in the lake Victoria basin which lies next to the equator. This helps with the growth of roses all year round and consistent production with minimum weather fluctuations.

We specialize in the production of quality cut roses for export. We are the largest exporter of cut roses from Uganda, constituting 60% of Uganda's flower export.

Today, Rosebud Ltd produces 18 varieties of Roses on 80 hectares of steel greenhouses with hydroponics system.

After putting a remarkable milestone of producing super sweetheart roses with headsize of 2.8 cm to 3.2 cm, Rosebud Ltd has now diversified to intermediate roses to achieve headsize of 3.5 cm to 4.0 cm.



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COMPANY STRATEGY

Vision Statement

To maintain the highest standards of Good Agricultural Practice (GAP) and ensure consistent supply of quality cut roses to satisfy all customer needs.

Mission Statement

To produce and supply all international standards of cut roses world wide, while preserving natural resources and maintaining health, safety and welfare of our employees.



Business Goals & Objectives

- To be the leading supplier of quality cut roses to the international market.
- To cultivate the highest quantity of cut roses to meet the different market needs.
- To consistently improve the knowledge of our staff through training in order to produce the highest quality of cut roses.



Cold Room

Innovation at Rosebud Limited

At Rosebud Ltd we are constantly building the capacity of staff in order to reduce damages caused to roses and minimise wastage and rejections.

Currently, Rosebud Ltd is involved in improving its processes in:

- Propagation
- Growing
- Harvesting
- Grading, Packaging and Export of cut roses

The farm recently upgraded its fully automated irrigation system. It also has a 100% Integrated Pest Management and 100% hydroponics system in metal green houses with fully recycling technology.

CORPORATE LEADERSHIP



Dr. Sudhir Ruparelia
Chairman / Founder

Dr. Sudhir Ruparelia is the majority shareholder in the Ruparelia Group of Companies. Rosebud Ltd is a dynamic rose growing company which solely specialises in the production of quality cut roses for export. The Company adheres to the strict, high standards of Good Agricultural Practise (GAP) by reduced use of agrochemicals, preserving local habitats, and greater efficiency of natural resources, making this company exemplary in the Ugandan floriculture industry.

Mr. Rajiv Ruparelia
Managing Director

Mr. Rajiv Ruparelia is a young, dynamic, vibrant entrepreneur and a passionate promoter of Rosebud Ltd. Under his management, Rosebud Ltd has had far-reaching success in the floriculture market. The farm has not only excelled in the production of a multitude of premium high-quality cut rose varieties but also in exports, commanding over 60% of the rose-export market from Uganda. His leadership and management has enabled Rosebud Ltd to meet all orders from small to large in a timely manner from buyers all over the world.



Mrs. Jyotsna Ruparelia
Director

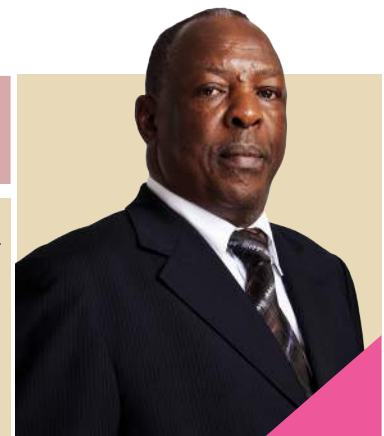


Mrs. Jyotsna Ruparelia has been instrumental in the growth and expansion of the Ruparelia family business where she has actively participated in operations and management.

She heads the grants division of the Ruparelia Foundation. Her expertise is in foreign exchange operations and financial management. Jyotsna is well-known for her expert decision-making and management skills which have seen her successfully co-steer various businesses to success.

Mr. Tom Mugenga
Director

Mr. Tom Mugenga is a prominent Ugandan businessman with leading business in clearing, forwarding & transport. He has been a director since the inception of the Rosebud Ltd Uganda. Due to his attention to detail and forward thinking efforts, Rosebud Ltd has stood out from the crowd with high quality cut roses for the market.



*Our green houses cover a total of **80 hectares** producing and exporting over 15 million cut roses per annum.*





Mr. Ravi Kumar Farm Manager

Mr. Ravi Kumar has a Msc. (Agriculture), he specialised in floriculture and he did a post graduate research thesis on cut flowers. He started his career with India's largest cut flower farm and gained experience of four years as a production manager in growing roses. He later joined Rosebud Ltd in 2005 as a production manager and within three years, he was promoted to Farm Manager. With a total of 15 years experience in growing roses, he has developed skills in effective management and new technologies on growing roses under green houses.



Mr. Dimple Mehta Adminstration Manager

Mr. Dimple Mehta has a Bsc. with Statistics and post graduate in journalism and public relations. He started his career in the field of media and public relations and diversified to field of marketing of petrochemicals while in India. After 14 years in various fields, he joined Rosebud Ltd in 2002 as an Administration Manager. He has had a wonderfull experience of 13 years as an administrator. He has been involved in constructing and development of greenhouses, infrastructure and also served as a backup in production process of flowers.



Mr. Hergen Havenga Marketing Manager

Mr. Hergen Havenga has an agricultural background and knowledge in farming. He Studied engineering at the International Agricultural Business School. He worked for five years at the flower Auction Aalsmeer with East Africa Region - improving sales for growers. He worked as an intermediate person between supermarkets and growers till 2004. Since then he has been associated with Rosebud Ltd doing sales and marketing. He has 15 years experience in the flower business handling and marketing.



Mr. Ruud van der Gaast Marketing Manager

Mr. Ruud van der Gaast has a professional diploma in A.G.F. (Potatoes, Vegetables and Fruit) flowers, plants and a diploma in Business Trading. In the same year, he started working with flowers. After gaining four years experience, he started his own business in the year 1990 in Amsterdam. In 2000, he started working with Flora Holland growers specializing in Anthurium and Spathiphyllum potplants and flowers. In September 2007, Mr. Ruud joined Rosebud Ltd in Holland as marketing executive.

THE TEAM



Mr. Ignatius Oroo
Production Manager



Mr. Lakshmi Narayanan
Production Manager



Mr. Sivalingan
Production Manager



Mr. Mahendra Karia
Assistant Admin Manager



Mr. Musoke Phillip
Export Manager



Mr. Shahul Hameed
Accountant



Mr. Ahamed Kabeer
Accountant



Miss Callen Nsiime
HR Manager



Mr. Khasufua Noel
Pack House Manager



Mr. Emapus Mathew
Pack House Manager



Mr. Vincent Koskey
Irrigation Manager



Rosebud Ltd Staff



AWARDS



QUALITY ASSURANCE AND CERTIFICATIONS

As a result of improving and marketing the quality of our products, we have as a result earned the following certifications:



CORPORATE SOCIAL RESPONSIBILITY

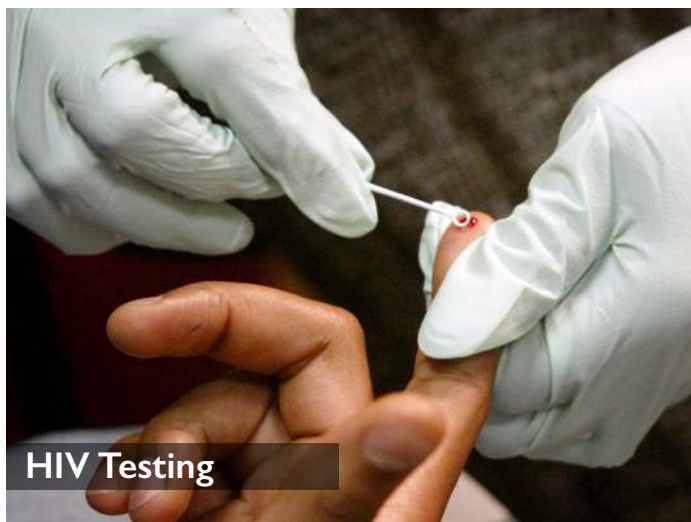
Rosebud Ltd has an elaborate Corporate Social Responsibility programme through which our employees participate in the local communities in activities such as blood donation camps, free HIV testing and counselling at the farm in collaboration with The Aids Support Organisation (TASO). It offers free medical facilities to all its employees, and provides free water to the local community. We also have non-profit super market within the farm for our employees, onsite ATM, recreational activities and free meals for all our staff.



Blood Donation Camp



Eye Camp



HIV Testing



Free water for the Community



Farm Supermarket



ATM Machine at the farm



CORE VALUES

Rosebud Ltd is guided and driven by the following key values, which have helped build, expand and ensure that its products are of the highest international standards.

- **Integrity**

We conduct our business with honesty and transparency.

- **Responsibility**

We are responsible and sensitive to the people, communities and environments in which we work, always ensuring Rosebud Ltd goes above and beyond to satisfy all stake holders.

- **Customer Care**

Our company recognises the unique needs of every individual client and allows for enough flexibility to be able to cater for the needs of each of our clients. The company maintains a business culture of friendly, effective and efficient services to our clients.

- **Team Work**

Our success is dependant on the collective energy, expertise and intellect of our team. Collaboration is fostered in order to achieve the most efficient results for our clients, while maintaining individual accountability.

- **Professionalism**

We are a company with skilled, innovative and productive staff exhibiting a high degree of excellence and entrepreneurship.

- **Quality & Quantity**

We guarantee the standard qualities like head size, stem length, color of the flower, leaves free from residues, vase life guarantee with excellent cold chain management.

We also guarantee supply of any volumes according to market demands at peak seasons like valentines day, women's day, Easter, mothers' day, teachers day, Christmas season etc, while fulfilling existing contracts around the world.



EXPANSION PLAN

Rosebud Ltd has finalised plans to expand the size of the farm and will venture into fruits and outdoor vegetables and plantations like coffee and increase our workforce by 10,000 employees, giving 60% chance to women.



- **Flowers**

We are planning to expand the farm to an additional 200 hectares, with cut roses under metal green house conditions. The above expansion will strengthen its capacity in more intermediate and high breed roses (3.5 to 4.5 cm head size).

- **Fruits**

Rosebud Ltd also plans to venture into outdoor vegetables, tropical fruits, exotic fruits and herbs. Currently, the Rosebud Ltd farm is under going trial of the following varieties; grapes, mangoes, pomacranate, omla, sapota, lime, papaya and exotic fruits.

- **Vegetables**

Red capsicum, yellow capsicum, cucumber, spinach, white onions, greens are under trial for commercial production.

- **Plantations**

High breed coffee varieties from Guatemala is under trial for commercial expansion

- **Employment**

For the new expansion, we are planning to recruit 7,000 to 10,000 employees for various operations including technical staff for specialised jobs. As per our company policy under the expansion plan, we plan to recruit over 60% of women employees including single mothers.

- **Community**

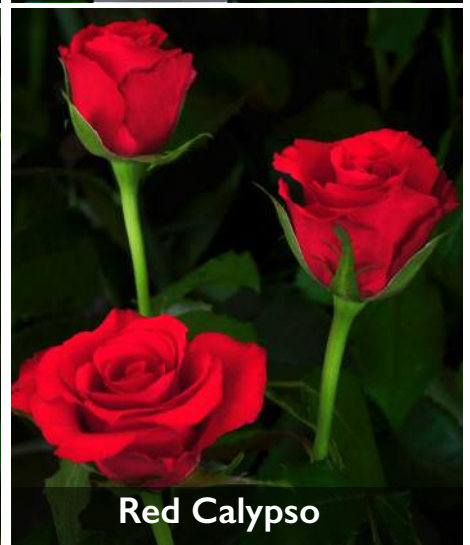
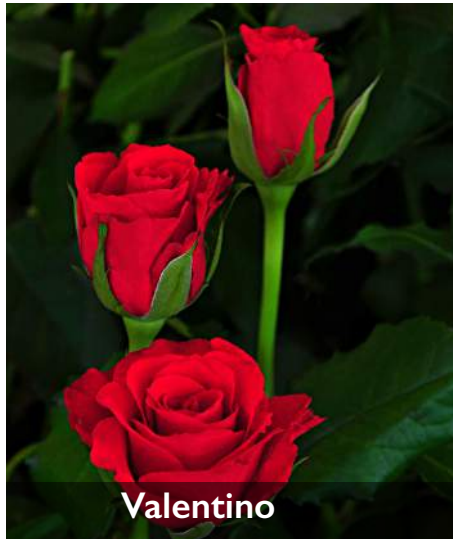
We plan on building a nursery school for our employees' children and a day care center for our single female staff.

SCOPE OF WORK

Rosebud Ltd produces good quality flowers in large quantity to satisfy its clients and end consumers. Our varieties are selected according to international fashion standards, market demand and feedback from clients.

The varieties include:

Sweetheart Roses



Intermediate Roses



Ace Pink



Bella Rose



Star Gate



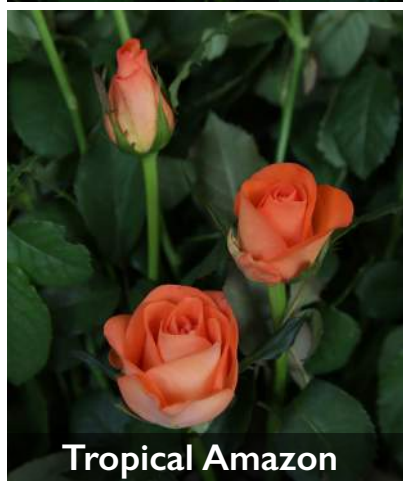
Athena



Sorraya



Furiosa



Tropical Amazon



Labelle



Banjo

Upcoming Varieties



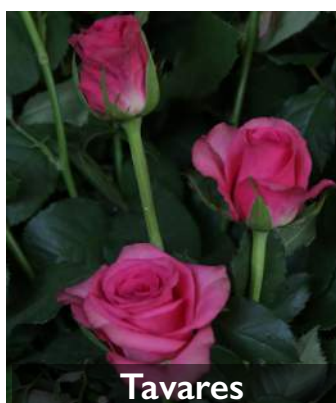
Madam Red



Solario



Red Adore



Tavares



OUR FARM

The farm has a fully computerized climatic controlled propagation unit which has the capacity to produce five million plants per annum for commercial production.

We have a number of pest control practices in place such as light traps to control caterpillars. We have been successfully practicing IPM (Integrated Pest Management) on the farm for the last six years to control the pests like mites, caterpillars and millbugs as well as diseases like wilt and root rot. We also have our own production units to produce the phytoseiulus and amblyseius to control the mites.

All variety performance test trails are carried out in our trial greenhouse (candy shop), where we grow variety of flowers from all over the world to understand which ones would grow best in Uganda's warm climate.

We stand by our commitment to finding the best bud quality and stem length without compromising the vase life of the cut flowers.

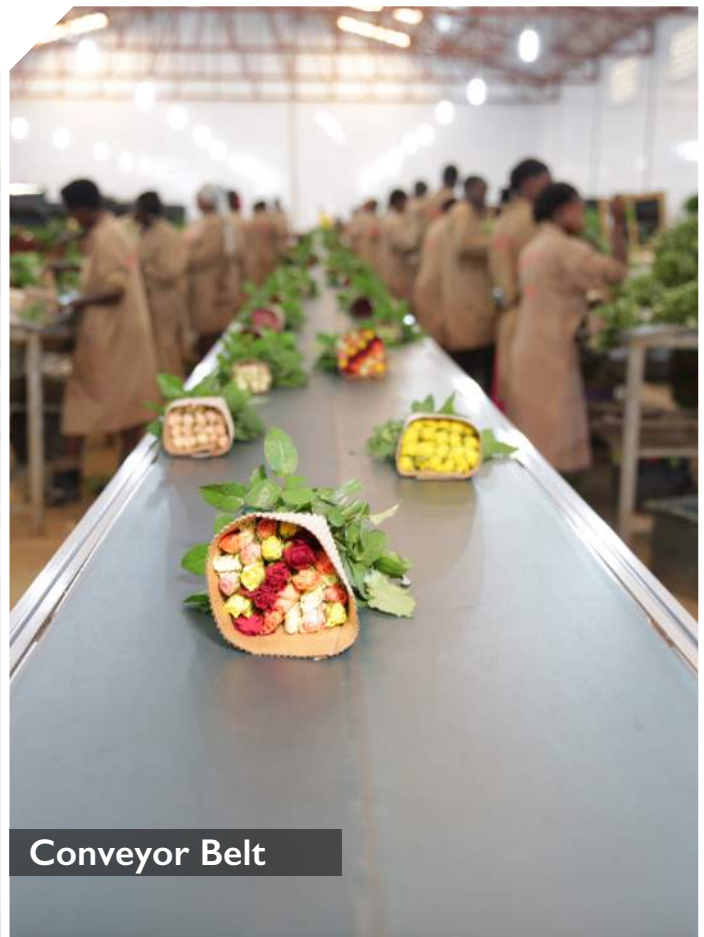
We further use the systematic vase test unit to monitor the quality of our flowers, in which we ensure the varieties look as fresh on day seven as they did on day one.



Integrated Pest Management Unit



Vase Test



Conveyor Belt

OUR FAMILY

All the farm employees are provided with breakfast and lunch by the company. Staff salaries are paid directly through the bank with the convenience of an ATM machine on-site. We believe in educating our employees in saving some of their wages and becoming home owners.

We are also proud to have our own in-house football and netball teams which were formed to encourage the staff to participate in extra curricular activities and to enhance teamwork. Sports also allows them to exercise for a healthy and balanced lifestyle.

Rosebud Ltd also has a plan to establish a nursery school to cater for it's employees' children to provide basic educational foundation for the young. We further plan to build a day care center (baby care unit), so that our single mothers are able to nurse their children while they are at work and able to earn a living.



Propagators sorting plants



Rosebud clinic

“Ensuring continual responsibility with regard to the health, safety and welfare of our 1,500 employees 60% of which are women.”



Rosebud football team



Rosebud netball team

OUR HISTORY

2015

2014-2015

As of today, Rosebud Ltd is nearly a 80 hectare farm and is employing 1,500 people of which 60% are women. The Rosebud Ltd green house project has undergone various transformations by theme of advanced technology such as, fully automatized propagation house and through expansion of pack house and cold rooms, from 1500 square metre to 4,000 square metre area.



2009-2013 CONTINUED EXPANSION

After winning it's second export gold award, Rosebud Ltd added another five hectares making it a 38.5 hectare farm. Within the same period, the IPM system was adopted to protect the environment by reducing the chemical usage on the farm. Between 2012 -2013, light traps were introduced to control caterpillars and further reduce the usage of chemicals.



2007-2008 GROWTH OF ROSEBUD Ltd

6.5 hectares were added as sky blue section of green houses, leading to the expansion of the farm to 33.5 hectares.



2005-2006 OVERCOMING CHALLENGES

After the heavy down pour of 2005 that led to the destruction of remaining timber structures, the farm moved on through excavation. In 2006, it expanded to 27 hectares with a hydroponics system.



2004 AWARDED

Since winning our first Gold Award for Export, Rosebud Ltd has continued to expand to meet it's business goals.



2003 EXPANSION

From an existing 16 hectare project, the farm took the decision to expand to a 50 hectare farm with additional cold room capacity and fully computerized irrigation system to meet International standards.



2000 INCORPORATED

Rosebud Ltd started it's operations in the year 2000. Initially, it was setup in a small area of 13 hectares of timber green houses.



2000

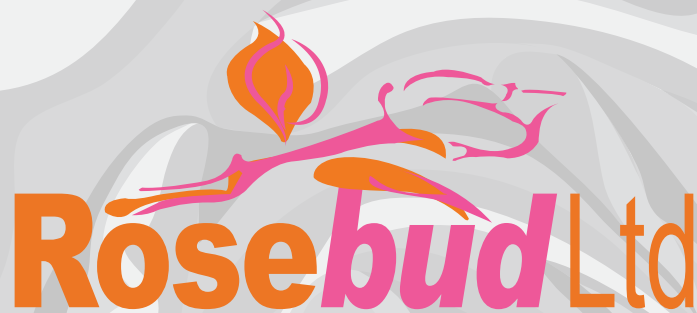
2002 MODERNIZATION

Dr. Sudhir Ruparelia took the decision to modernize the farm by redesigning it to full steel structure green houses, and to use new technology like the hydroponics system (growing plants using mineral nutrient solutions, in water, without soil)





The most modern propagation unit with a capacity of over **five million** plants propagating per annum.



*Largest Exporter of Sweetheart and Intermediate
Roses from Uganda*

CONTACT US

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